

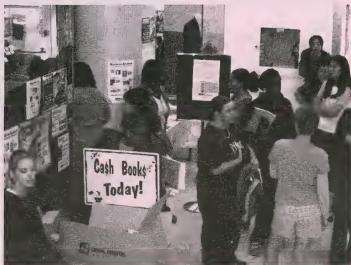
The City College surpassing enrolment targets

The numbers are in – and they're looking good. "We're certainly getting some attention over our latest enrolment numbers," says Pam Royle, Vice-President, Strategic Enrolment Management. "We've more than met our targets and are continuing to build on that momentum as we move into 2003."

The November 1 audit is showing that the push to improve admissions processes and strengthen marketing efforts that began in 2001 has paid off with major increases for the September 2002 intake. "We were in an enrolment slump that was affecting our funding, so we planned to aggressively grow for Fall 2002. I am delighted with the results," says Royle. "The

strategy sounds simple – increase the number of potential students applying, get more offers out faster, convert more to enrolled students and keep more of them – but the execution takes a lot of hard work."

The numbers show that it worked. As of November 1, enrolment at George Brown reached 10,131, surpassing the initial target of 9,931. This represents a 12.1% increase over last Fall's enrolment. George Brown in fact had the highest percentage increase in applications for colleges in the Greater Toronto Area. "This shows that the increase was not just the effect of an early double cohort," says Royle. "The news is out on George Brown: our academic renewal,



our Centres Strategy, our connection to Toronto employers. We are getting the word out – and students are responding."

The November audit also shows that not only has George Brown increased the

numbers at start-up, it is managing to keep more students during the first two months of the school term. According to Royle, although the fall-out from September 1

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George Brown graduate Kevin King wins Premier's Award

George Brown graduate and former Student Association President Kevin King is this year's recipient of the Premier's Award for the Recent Graduate Category. This is the third year in a row that a George Brown graduate has received the Premier's

Award. Dr. Anthony Brissett, a former Health Sciences student and Clinician Investigator and Clinical Instructor in head and neck surgery at the world renowned Mayo Clinic, won in 2001 for the Health Sciences Category. Paul Rowan, Graphic Design graduate and Co-founder and Vice-President of Umbra Ltd. won the 2000 Applied Arts Award: Creative Arts & Design.

A Business Marketing student at George Brown, King has been active in numerous academic and community projects. Among his list of many accomplishments, King received the Harry Jerome Award for outstanding leadership in 2002,

as well as the 2002 New Pioneers Youth Award from Skills for Change (SFC), which honours achievements of immigrants and refugees in Toronto. He was also the first recipient of the George Brown College President's Award for Leadership.

The Premier's Awards for Graduates of Ontario's Colleges of Applied Arts and Technology honour the important social and economic contribution college graduates make to Ontario. The Awards were launched in 1992 to mark the 25th anniversary of Ontario's colleges. Presented annually, the Premier's Awards acknowledge six outstanding graduates from Applied Arts:

Creative Arts and Design, Applied Arts: Community Services, Business, Health Sciences and Technology. The sixth category – Recent Graduate – was established to mark the Awards' 10th anniversary. Chosen from nominations submitted by Ontario's 25 colleges, nominees demonstrate career success related to their college experience and have made a significant contribution to their community.

Each of the six recipients receives a Premier's Award medal designed by sculptor Dora de Pédry-Hunt. In addition, a \$5,000 bursary is directed to the college of the recipient's choice.



Curriculum Advising and Program Planning (CAPP) is ready to be activated

Over the past year many of you will have received information on a new academic progress audit process the College is implementing. The process uses the degree audit features in Banner called Curriculum Advising and Program Planning (CAPP) to determine at any given time, how a particular student's academic progress compares to the graduation requirements of a given program.

The plan is to replace the existing use of pseudo transcripts at the end of term and graduation time with the report produced using CAPP. The new report is the Academic Progress Report.

There are also some additional features, as well as data collection integration into the new process to improve our existing student records. Some of the new data will include non-course program requirements such as First Aid certification. Other features include a record of courses awarded advanced standing. The new process and procedures are equally applicable to groups of students (program) and individual students.

Training in the new procedures, tools, and printing and interpreting the tools has been scheduled for the week of December 9, prior to end of term activities and promotion meetings.

To find out how to register for a session, or to find out more about CAPP, please contact Christine Parsonage via email cparsona@gbc.gbrownc.on.ca.



Marketing in the New Economy holds its first graduation

The School of Business celebrated its first ever graduation for the Marketing in the New Economy program, a one year postgraduate program. Dan Thompson, Director of the

School of Business and Centre for Financial Services and Margery Taylor, Marketing Coordinator from the School of Business, presided over the informal ceremony, which was

held November 12 at Siegfried's. Shown here are the Sport and Event, Database Marketing and Business Marketing Analysis graduates who attended that evening.

Employee Recognition Awards

On November 21, approximately 40 employees celebrating 10 and 15 years of service at George Brown attended an informal Employee Recognition Awards Reception at Siegfried's. Following are the names of this year's recipients:

10 Years Service

Anne Black
Robin Buyers
Johanne Clare
Bill Gapen
Gillian Johnston
Mary Kennard
Winston Marcellin
Susan McAuley
Marianna Policicchio
Bruce Schumacher
Rosalie Starkey
Clayton Stone
Constance Winder

15 Years Service

Peter Blakeman
Maxine Brown
Peter Burgess
Brian Dawe
William Fitzpatrick
Estrella Franco
Bruno Fullone
Joyce Gee
Ian Grady
Carolyn Grayston
Giancarlo Grossi
Janet Jack
Douglas Jull
William Juranic
Adam Kung

Peter Lovrick
Betty Magelssen
Marilou Martin
Sonja Massaro
David Parker
Eugenio Puntillo
Mark Pyc
Ellen Ramkisson
Colin Simpson
Josephine Sorochinsky
Patricia Sturino
Luigi Tarsitano
Barbara Tenenbaum
Cynthia Wilson
Christine Zupo



Fifteen year employees (left to right): Giancarlo Grossi, Eugenio Puntillo, Joyce Gee, Colin Simpson, Peter Lovrick, Peter Blakeman, William Juranic and Marilou Martin.

Asian Delegation visits George Brown

On November 15, George Brown hosted a delegation of journalists from Asia during a visit that was organized through the Department of Foreign Affairs and International Trade. George Brown was the only college in the Toronto area to receive the delegation. The objective of the visit was to showcase the opportunities in Canada for post-graduate studies and research in high technology and sciences, discuss new training methods, and to reinforce the values of multiculturalism and tolerance promoted in the educational system and institutions in Canada.

Faculty of Technology Dean Joy McKinnon provided an overview of the college's strategic direction, described the Centre for Advanced Microelectronics model, highlighted industry partnerships and programmes for foreign-



trained professionals, and concluded with a tour of the college's new clean room.

Delegation members included: Ms. (Alice) Ye Qing, Picture Director from the China News Weekly (CNW) Magazine, Beijing; Mr. Husain Imam Shah, Associate Editor Daily Star, Dhaka, Bangladesh; Mr. Ardimas Sasti, Deputy Night Editor,

Jakarta Post, Indonesia; Ms. Nian Li, Assistant Director, International News, Wenhui Daily, Shanghai China; Mr. Chang Ho Kim, Editorial Writer, Joongang Ilbo, Seoul, Korea; Ms. Dai-lun Su, Reporter, Cheers Magazine, Taipei, Taiwan; Ms. Mari Misumi, International News Reporter, Mainichi Shimbun, Tokyo, Japan.

Enrolment

(continued from page 1)

to November 1 has averaged 7% for some time, "For the first time, that has dropped to 3%, which proves that our commitment to improve the first few weeks of classes combined with academic renewal has really made an impact on students. Added to this is the improved efficiency of the new admissions process that gets offers out faster, to give students more time to prepare for College."

Royl says that these numbers are the result of a college-wide effort on the part of many teams to improve business processes and step up marketing and recruitment efforts. "Getting more offers out faster was an amazing accomplishment and is probably the single most important success factor. The Registrar's Office lead a college wide team to stream-

line processes, upgrade technology and get thousands more offers out months earlier than last year."

The drivers behind this outstanding success are numerous. They include:

- A new admissions process that can process incoming applications much more quickly and efficiently. Turnaround time for a standard application for students that do not have to go through divisional select or testing processes can now be as little as four business days.
- Streamlining of the divisional select processes for applicants.
- Investment in the Assessment Centre to expand capacity and improve testing.
- Bringing the mailing functions in-house to reduce distribution from a matter of weeks to a few days.
- A strong marketing effort that included major investment

in the liaison team, new marketing materials, web site development and other enhanced communications tools.

- Increased investment in international marketing.
- Increased student recruitment efforts on the part of all college divisions, including greater involvement in college fairs, school visits and follow-up on offers.

"It's been a huge effort that encompasses everything from technology enhancements to increasing face-to-face communications," says Royl. "We're way ahead of the game for the January intake, where confirmation numbers are 34% ahead of this time last year. And we're in a great position for the double cohort. It took a huge number of people putting in an incredible effort. We should all celebrate what we've managed to accomplish."

United Way Campaign surpasses goals

This year's target for the United Way campaign at George Brown was 200 donors and total pledges of \$70,000 through employee pledges and other fund-raising events. As of November 26, we had 170 donors and \$65,000 in pledges. Great job everyone! As always, you're showing that George Brown is a community leader in our United Way fund-raising efforts.

And remember – there's still time to make a difference, because any donations received before December 31 will be included in this year's total. For more information, contact the United Way Campaign Team member for your department, or call Jennifer Townsend at ext. 4479.



Students under stress over their exams?

No, it's just Brian Bisson as Mack the Knife and Athena Lamarre as Pirate Jenny in the George Brown Theatre production of *The Threepenny Opera*, which ran from November 6 to 16. The next theatrical event on the agenda is *The Wind in the Willows*.



George Brown Theatre School students in rehearsal for *The Wind in the Willows* production being performed at Family Theatre at Heart House from November 30 to December 7.

Update on support services over the holiday season

George Brown will be providing support for students using the Continuing Education, and Full-time web registration web sites on selected dates during the holiday period between December 25 and January 2 (opening date for 2003). Support services will be provided on December 27, 30 and 31. There will be no coverage on December 25, 26, 28, 29 and January 1.

Information officers in Continuing Education Division Support, Registration Office, and Call Centre Support will be available from 9 to 4 on those three dates to provide general information and application assistance. All Con Ed coordinators' phones will be forwarded to 416-415-5000 ext. 2756 over the holiday period. Call Centre assistance is available at the usual 416-415-2000 number.

2002 Holiday Gala Dinner & Dance

Enjoy a full course turkey dinner, door prizes and dancing at the 2002 Holiday Gala Dinner & Dance. This year's event is being held Friday, December 13 at Fantasy Farm located at 50 Pottery Road (at Bayview Extension and Pottery Road just off the DVP). Tickets are \$50 per person and there is a cash bar.

The deadline for ticket purchases is December 6. Simply send cash or a cheque made payable to GBC-Holiday Gala to Anne Sardo, Room 313A, St. James Campus. For more information contact Anne at ext. 4595 or email asardo@gbrownc.on.ca. For special menu considerations, contact Liz Henriques at ext. 2137.

Everyone welcome at the Children's Holiday Party on December 14

You don't have to have kids to enjoy this year's Annual Children's Holiday Party being held Saturday, December 14 from 10:00 am to 2:00 pm at the Casa Loma Campus. This year, to mark the City College's 35th Anniversary, the party will be featuring a Global Village Holiday Carnival.

There will be lots of fun-filled activities and entertainment fit for all ages, including games, a scavenger hunt, a Mad Science Exhibit & Show, and the inflatable bouncer – and of course a visit from everyone's favourite bearded buddy!

To register, contact Kathleen Alexander ext. 2275 (Ryerson); Carol Fortune ext. 2040 (St. James/Hospitality); Dina Sturino ext. 4528 (Casa Loma); and Gifty Quartey ext. 4517 (500 MacPherson).

We're still looking for volunteers – simply check off the box on the registration form.

upcoming events

Theatre School Productions

November 30 to December 7

The Wind in the Willows

Family Theatre at Hart House

Tickets are \$8 general admission. Call 416-978-8668.

Group tickets are \$4 each.

To book a group, call 416-415-5000 ext. 2167

February 12 to 23

Angels in America: Millenium Approaches

April 15 to 26

Spring Repertory Season:

Lady Windemere's Fan and The Visit

George Brown Theatre, 530 King Street East

Tickets are \$15 for general admission

and pay-what-you-can for Saturday matinees.

Call 416-415-5000 ext. 2167

Free Career Planning Workshop

December 2, January 13, February 10 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 1 to register.

Free True Colors® Workshop

December 9, February 3 and 24 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 3 to register.

Hospitality Discovery Days

December 3, January 29 (2:00 to 4:00 pm)

Hospitality & Tourism

Take a complete tour of the facilities, see demonstrations by chef/instructors, etc.

Call Heather Comrie 416-415-5000 ext. 2239

2002 Holiday Gala Dinner & Dance

Friday, December 13 (6:00 pm)

Fantasy Farm, 50 Pottery Road

Tickets are \$50 per person

Call Anne Sardo 416-415-5000 ext. 4595 or email

asardo@gbrownc.on.ca

Annual Children's Holiday Party

Saturday, December 14 (10:00 am to 2:00 pm)

Casa Loma Campus

To register, contact Kathleen Alexander ext. 2275 (Ryerson);

Carol Fortune ext. 2040 (St. James/Hospitality);

Dina Sturino ext. 4528 (Casa Loma); and

Gifty Quartey ext. 4517 (500 MacPherson).

city college news

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Story ideas?

Contact Rosalie Starkey at 416-415-5000 ext. 4842 or rstarkey@gbrownc.on.ca

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